

July 15, 1946

Ten Cents

MACLEAN'S

Canada's National Magazine



IN THIS
ISSUE.

ATTLEE'S FIRST YEAR OF POWER



Sweet and low... a melody in metal
...the completely new 1947 Studebaker



Here's the 1947 Studebaker Sedan. Right for home, right for travel. Like all Studebakers, it's a pleasure in operating, generous ride, smooth and comfortable. Available in 4-door and 6-door sedans, coupes and 4-door convertibles. After July 1947, Studebakers are available only through dealers.

THIS is it—the 1947 car that you've been hoping summer would bring—*or even later than you dreamed of.*

This picture of it you see shown is a color photograph of the real thing—the new 1947 Studebaker[®] in person.

Here's more than a car out ahead in point of time—it's irresistibly far ahead in distinctive postwar styling—complete new from every view—brand new bodies—advanced new chassis—a low, long, luxurious motor car that's a model in itself.

Interior has a dining room, new Studebaker Champion 6 passenger, a door into and there's a full range of other thrilling body types in Canada

as well as Champion models.

Then cars are really remarkable in value, because Studebaker had the smart co-operation of the smart group of employees in the motor car industry in producing them.

Go to the nearest Studebaker dealer's showroom and see these beauties new. And remember, they cost by far in riding comfort and handling ease as well as in exclusive interiors.

STUDEBAKER

*For by far with a
private car*

The Studebaker Corporation of America, Toledo, Ohio

SHE CALLED ME
WHIRLY-LOCKS!



THAT SMART NEW SUIT
AND SHAPPY TIE



SHOULD REALLY MAKE HER
HEAVE A SIGH



GUES SUREN AT
THEIR RENDEZVOUS



OH! WHIRLY-LOCKS
NO DATE FOR YOU!



*For healthy handsome hair
this summer—*

Vitalis

—and the '60 Second Workout'

Step into the picture—sunbather, swimmer, better looking—with Vitalis and the 60-Second Workout. There's no guesswork in getting hair dry, no burning hair or sunbathing during hot weather, "Stomachache" your hair with Vitalis—know that you'll really go over big strongly and in business.

The Vitalis 60-Second Workout gives you a good-looking hair body. Tangle-free strands. That means the flow of hair and scalp oils is working up... following dryness... giving your hair a rich, natural look, with no trace of grease or stickiness.

Remember—

IT'S 50 AND 10 FOR WELL-GROOMED MEN

Measure Vitalis carefully into your palm for 50 seconds... or more from the back of the head... stroke it into the hair... stroke it into the hair... stroke it into the hair...

Then, 10 seconds to wash and brush. Your hair is now, only in one stroke, looking healthy and handsome. It's your dream! For Vitalis today.



A Product of Kraft-Meyers - Made in Canada

STREET SCENE 1946



Government cheques come to this street every month. The Farmer, for instance—he was wounded at Vimy. Now his Veterans are at taking technical training on reconstruction grants. Other families receive Family Allowances. It's an easy—and private—way to take cheques to the bank around the corner.

AN EXTRA cheque every second

You may receive Government cheques. You can cash them without charge at any branch of any chartered bank in Canada. In one year some thirty-two million cheques were issued for Family Allowances, the Armed Services, their dependents, Pensioners, employees of Crown Companies and the like. More than one for every second of the day and night.

Can you imagine the expense to taxpayers if this money had to be distributed in cash through thousands of special pay offices...and the inconvenience of having to go to such offices to get your money?

Taken in Stride Your bank performed many such public services throughout the war and is continuing to do so. It is taking these additional roles in stride...conspicuously to play its part in meeting Canada's needs of the future.



Attlee's First Year

By TREVOR EVANS

ATTLEE has swept into the veins of Clement Richard Aitch, Prime Minister of Britain, as he addresses the House of Commons. When he assumes leadership there is an increasing tendency to ascribe to his handling of supplementary questions—particularly if they come from members of the Major's Opposition.

These supplementary questions are words meaning and meaning. They are the subject-matter of the highest level of the current and intense marking the closing phases of Britain's first year of accepting Labour Government.

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MACLEAN'S

JULY 15, 1946



"We in Britain are seeing a peaceful revolution... thus for the Government has held its people."



So that's how you do your cleaning so fast!

Right! You were wondering when your cleaning doesn't leave dirt-cracking streaks.

Takes no time at all to clean bath-tubs and sinks when you use Bon Ami regularly. But this is not all. When you clean doors, chairs, and any other polished metal, you can keep them shining like new.

What you can do with just a little spray and a few quick strokes, and polished tin, brass, porcelain, silver, and even the most stubborn dirt, is gone.

For every cleaning job, Bon Ami is the answer.



person, making smoking and "passing" cigarettes illegal by a so-called "protection" law.

The dealer may only administer nicotine to the bank, and smoking, drinking and playing, in order to receive reward cigarettes, must be done in a way. Thus, unless the customer is capable of smoking the reward after each where there have been smoking areas of the store or where there is no reward, the dealer will be liable for the reward. The dealer will be liable for the reward if the dealer is not a dealer in the store or if the dealer is not a dealer in the store.

And because the dealer will be liable for the reward, the dealer will be liable for the reward. The dealer will be liable for the reward if the dealer is not a dealer in the store or if the dealer is not a dealer in the store.

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Tampa is a real discovery for those precious summer weeks.

VACATION? You can't find it anywhere else. You can't find it anywhere else. You can't find it anywhere else.

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Heart Interest!

There's something about the very word of a man that tells you a big deal. The deal, that word of a man that tells you a big deal.

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Bring on the eats...Have a Coke



...pause and make it a friendly picnic

Off to the wide-open spaces for a day of fun for the family. There's plenty of food and frosty bottles of Coca-Cola on hand. *Have a Coke* is the signal that the day is off to a flying start. Ice-cold Coke brings sparkling refreshment to the friendly pause—to those

happy times when you are nearest to those who are closest to you.

Coke = Coca-Cola

"Coca-Cola" and its abbreviation "Coke" are the registered trade-marks which distinguish the product of Coca-Cola Ltd.



COCA-COLA LTD.